

Hyatt Key West Announces New General Manager

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Extensive experience earns Hoffmann his first general management position at the newly renovated and green certified Florida resort

Hyatt Key West Resort and Spa has announced the appointment of Fred Hoffmann as its new General Manager. An 18-year veteran of the Hyatt hospitality family, Hoffmann will oversee all aspects of the resort's operations, including food and beverage, staff service training, public relations and marketing. Most notably, he will work to advance the property to the next level of excellence, following its recently completed renovation.

Known for its secluded, oasis-like atmosphere, Hyatt Key West Resort and Spa offers 118 spacious rooms overlooking the Gulf of Mexico, ample water activities from a private marina and first-class dining at Nicola Seafood restaurant. The resort's \$11 million renovation has earned its One Palm 'green certification' from the Florida Green Lodging Program, along with a soothing, new 'tropical modern' aesthetic and the all-new, full-service Jala Spa. The resort also resides a convenient two blocks from the shops and social activities of famed Duval Street.

'Fred has worked with Hyatt Corporation for over eighteen years,' said Chuck Floyd, Executive Vice President and COO of Hyatt Hotels Corporation, 'having excelled at a variety of roles, Fred is the perfect choice for our Key West resort. We are pleased that his first General Manager position is at this newly refurbished property, with its wealth of recently launched features and upscale amenities. We are confident that Fred will be effective in his new role as the resort initiates its new identity as an eco-resort and spa destination.'

Hoffmann brings to Hyatt Key West a long and distinguished career with Hyatt Hotels & Resorts. He has served as Executive Assistant Manager and Senior Food & Beverage Director at a number of distinct, high-end resort properties, most recently for Hyatt Regency Jacksonville Riverfront in Florida. Other tenures in senior management positions include Hyatt Regency Grand Cypress, Hyatt Regency Cerromar Resort & Casino and Hyatt Dorado Beach Resort & Country Club, both in Puerto Rico, and Hyatt Regency Grand Cayman in the British West Indies. Hoffmann began his hospitality career at Hyatt Regency Aruba Resort & Casino in 1990 as Banquet Manager for the property's opening team.

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